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U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

**POWER OF ATTORNEY BY ASSIGNEE OF
ENTIRE INTEREST (REVOCATION OF PRIOR
POWERS AND APPOINTMENT OF NEW POWER)**

Docket Number:
12724/3

Application Number
09/372,416

Filing Date
August 11, 1999

Examiner
Unknown

Art Unit
2761

Invention Title
**EASILY MODIFIABLE MACRO TAG FOR INTERNET
ADVERTISING**

Inventor(s)
Jonathan DORFMAN

Address to:
Commissioner for Patents
Washington D.C. 20231

As assignee of the entire interest of the above-identified application by virtue of an executed Assignment, recorded in the U.S. Patent and Trademark Office, all powers of attorney previously given are hereby revoked and the following attorneys and/or agents are hereby appointed to prosecute and transact all business in the Patent and Trademark office connected therewith:

Edward J. Handler, III (Reg. No. 25,507)
Michelle M. Carniaux (Reg. No. 36,098)
Andrew L. Reibman (Reg. No. 47,893)

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SEND CORRESPONDENCE, AND DIRECT TELEPHONE CALLS TO:

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PATENT TRADEMARK OFFICE

Andrew L. Reibman, Esq.
KENYON & KENYON
One Broadway
New York, New York 10004
(212) 425-7200 (phone)
(212) 425-5288 (facsimile)

BEH Investments LLC

Date: 3/11/2003

By: Benzion Wachsman
Name: Benzion Wachsman
Title: